

STAFF REPORT: Planning & Development Services – By-law Division



REPORT TO: Sign By-law Review Committee
MEETING DATE: August 8, 2016
REPORT NO.: PDS.16.102
SUBJECT: Cherchez la Femme Sign
Variance Application – 31 Bruce
Street South
PREPARED BY: Michael Benner, Director
Planning and Development
Services

A. Recommendations

THAT the Sign By-law Review Committee receive Staff Report PDS.16.102 “Cherchez la Femme Sign Variance Application – 31 Bruce Street South”; and

“AND THAT Council approve the Cherchez la Femme Sign Bylaw variance request as follows:

To permit one (1) projecting sign with an area of 0.93 square metres and projecting 1.24 metres from the adjacent wall face whereas Section 4.04(2)(b)(2) and (3) of Sign By-law No. 2001-57, as amended, permits a maximum sign area of 0.75 metres and a maximum projection of 1.0 metres.

B. Background

On July 15, 2016 the Town received a Sign Variance Application for a sign on a new store opening at 31 Bruce Street South in Thornbury named “Cherchez la Femme”.

Their application was for a projecting sign with an area of 0.93 square metres (36” x 40”) with the maximum permitted area being 0.75 square metres. The sign projects 1.24 metres (49”) from the adjacent wall face with the maximum permitted being 1 metre.

Section 4.04 (2)(b) states:

- (b) One (1) projecting or vertical sign per business frontage for which:
- (1) No portion of the projecting sign shall be less than 2.4 metres above finished grade or the floor level immediately below such sign and shall generally be located between the first and second storeys of the building;
 - (2) The area of the sign shall not exceed 0.75 square metres per sign face;
 - (3) The maximum projection of the sign shall not exceed 1.0 metre from the face of the adjacent wall; and
 - (4) The maximum thickness of the sign shall not exceed 10.0 centimetres.

From a visual impact perspective, the proposed projecting sign will be located at the former Thrive health food store between the existing awnings at Sisi's Restaurant and the projecting sign at Marion's Hair Studio, as noted in the figure below,



The location of the proposed projecting sign is in keeping with the local streetscape and should not negatively impact on the character of the downtown area. Accordingly, staff recommend that the variances be approved.

C. The Blue Mountains' Strategic Plan

Goal #1 - Create opportunities for sustainability

Goal #2 - Engage our communities and partners

D. Environmental Impacts

N/A

E. Financial Impact

N/A

F. In Consultation With

N/A

G. Attached

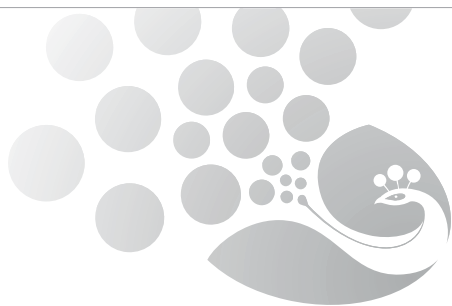
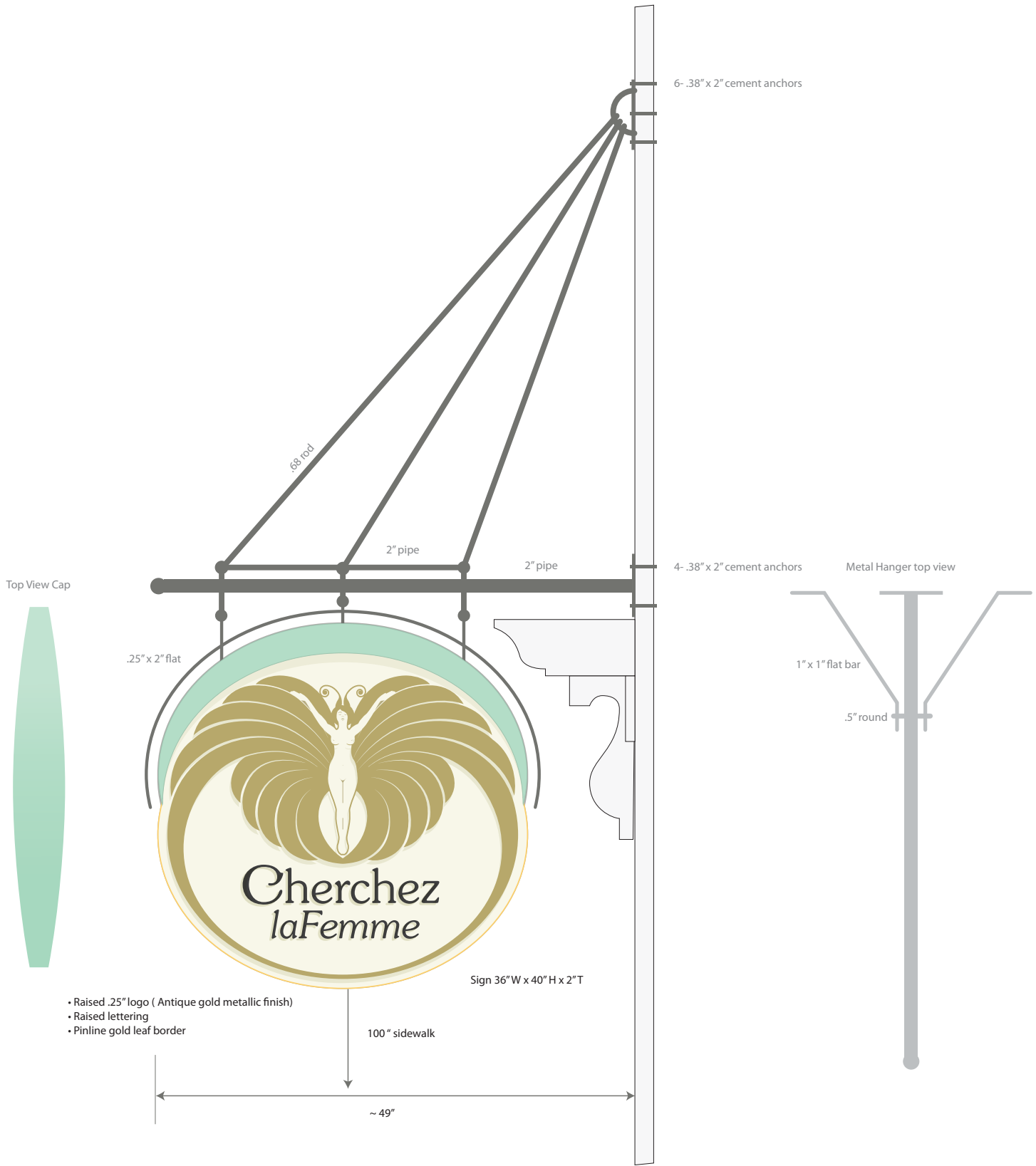
G.1 A copy of Sign requested to be installed.

G.2 A copy of e-mail from By-law Staff to applicant.

Respectfully submitted,

Michael Benner, Director of Planning
and Development Services

For more information, please contact:
Michael Benner
mbenner@thebluemountains.ca
519-599-3131 Ext. 246



Shane Durnford CREATIVE VISUAL BRANDING

705 721.3291

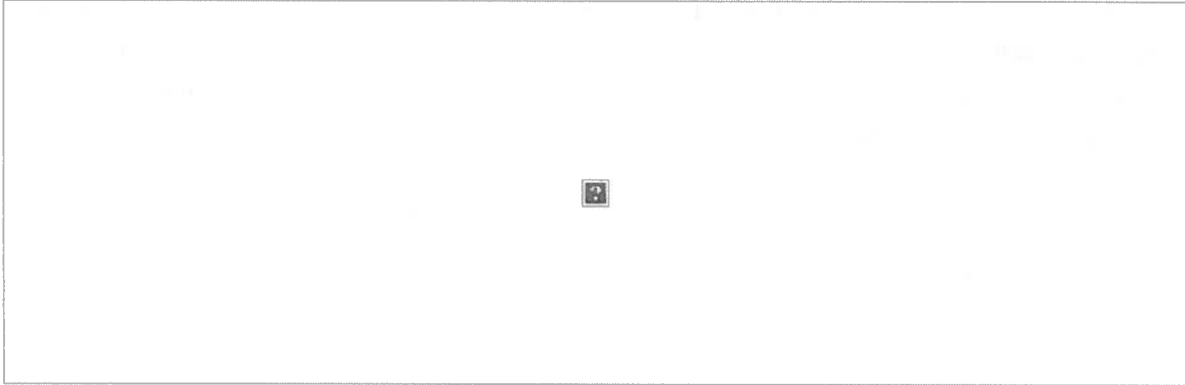
shane@shanedurnford.com

shanedurnford.com

From: [Emily Beauchamp](#)
To: [REDACTED]
Cc: [Wayne Dewitt](#)
Subject: RE: Sign Permit Application
Date: July-14-16 1:18:00 PM
Attachments: [image001.png](#)

Hi Nicole,

It was nice meeting you as well! Thank you for sending the permit information. Upon preliminary review there are just a couple of issues with the size of the sign. Please see the sign by-law section below pertaining to "projecting" signs:



If I am calculating correctly based on the sign specs you have provided, the sign area is 0.93 square meters (36" X 40") – the maximum permitted is 0.75 square meters. Also, the sign looks to project 1.24 meters (49") from the adjacent wall face – the maximum permitted is 1 meter.

The sign specs will either have to be revised to meet the permitted size requirements, or you will have to apply for a variance to be decided upon by council. I have attached the sign variance application form and checklist should this be the option you would like to choose. There is an additional \$75.00 fee for the variance application.

If you have any questions please do not hesitate to contact me.

Kind Regards,

Emily Beauchamp

By-Law Services Assistant & Security Alarm Co-ordinator
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✉ ebeauchamp@thebluemountains.ca

From: [REDACTED] [mailto:[REDACTED]]
Sent: July-14-16 10:07 AM
To: Emily Beauchamp <ebeauchamp@thebluemountains.ca>
Subject: Sign Permit Application

Hello Emily,

It was nice to meet you yesterday. I am attaching all of the documents for my sign permit application. Please let me know if you need additional information. Also, I will drop by to pay the sign permit fee in the next day or so.

I would like to open my boutique in Thornbury on August 11th and so I was hoping that the process for the approval of my sign would enable me to do this. Thank you your assistance.

Kind Regards.

Nicole Craig

*Cherchez la Femme
fine lingerie boutique
Thornbury, Ontario*

~~416-224-8858~~